

Note for Broeman, Ina

From: Fontanez, Jose
Date: Mon, Feb 26, 1996 4:22 PM
Subject: LA COUNTY FAIR
To: Broeman, Ina
Cc: Sampson, Steve

INA, THE PEOPLE AT THE LA COUNTY FAIR SUBMITTED A PROPOSAL FOR OUR REVEIW WHICH GAVE DETAILS TO EXTENDING OUR TWO DAY CONCERTS (COUNTRY/HISPANIC) TO A 24 DAY CONCERT SERIES AT THE SPONSORSHIP LEVEL OF 300.000.

AFTER TWO MEETINGS WITH DALE COLEMAN,WHO IS THEIR SALES AND EVENTS MANAGER, WHERE WE SHARE OUR CONCERNS REGARDING THE LEVEL OF PRODUCTION AND TALENT THAT MARLBORO NEEDS TO PRESENT. HE ADMITTED THAT THE FAIR WOULD NOT BE ABLE TO REPRODUCE THE HIGH LEVELS THAT MARLBORO HAS PRESENTED FOR THE LAST TWO YEARS AT THE FAIR.

BUT HE FELT THAT THIS WOULD BE A GREAT OPPORTUNITY FOR MARLBORO TO INCREASE THE NUMBER OF NAMES GENERATED THOURGHOUT THE 24 DAYS BECAUSE OF THE ADDITIONAL NAME GEN LOCATION INSIDE THE CONCERT VENUE.

DALE FEELS THAT HE WILL GENERATED AN ATTENDANCE OF 8,000 PEOPLE PER DATE. WE HAVE HAD A TOTAL OF OVER 27,000 PEOPLE ATTEND OUR SHOWS EACH YEAR THERE.

DALE HAS ALSO PRESENTED THIS OPPORTUNITY TO BOTH MILLER BEER ANF KRAFT FOOD AND THEY HAVE DECLINE HIS OFFER.

STEVE AND I HAD A CONFERENCE CALL WITH DALE WHERE WE SHARE THE IMPORTANCE OF MAINTAINING THE LEVEL OF PRODUCTION AND TALENT. WE ALSO TOLD DALE THAT WE WOULD LIKE TO ONCE AGAIN PRESENT OUR TOW DAYS OF MUSIC (WHERE WE DELIVERY BOTH TALENT/PRODUCTION) FOR RIGHTS TO PACK SALES AND NAME GEN LOCATIONS.

DALE WILL INFORM US IF HE CAN COMPLY WITH OUR REGUEST. INA, I FEEL THAT WE SHOULD NOT PRESENT ANYTHING LESS THEN WE HAVE IN THE PAST IN ORDER TO INCREASE OUR NAME GEN TOTALS. WE HAVE AVERAGE OVER 35,000 NAMES YEARLY, AND AS TO DALES PROJECTIONS FOR ATTENDANCE I FEEL THAT HE WILL HAVE 1,500 TO 2,000 PEOPLE ATTEND MONDAY-THRUSDAY AND MAYBE 8,000 OVER THE WEEKEND.

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